

Tourist Development Tax Funds Quarterly Report

Organization Name: **VISIT TAMPA BAY**

Report for Quarter Ending **September 30, 2016**

Tourist Development Tax Revenue

Tourist Development Tax Funds Received for 1 st Quarter (October-December)	\$ <u>2,507,873.00</u>
Tourist Development Tax Funds Received for 2 nd Quarter (January-March)	\$ <u>3,390,175.00</u>
Tourist Development Tax Funds Received for 3 rd Quarter (April-June)	\$ <u>3,735,347.03</u>
Tourist Development Tax Funds Received for 4 th Quarter (July-September)	\$ <u>2,066,246.00</u>

Tourist Development Tax Funds Received Since October 1, 2015	\$ <u>11,699,641.03</u>
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Tourism Generated/Program Results

1. **SALES** – Convention Sales generated **84,005 Definite Room Nights** in Quarter 4 and cumulative year to date is 480,537 definite room nights. They have **638,330 Lead Room Nights** in the sales funnel. Leisure Sales had **3,836 Customer Interactions** in Quarter 4 to answer questions and generate interest in the destination. In addition, the sales teams participated in the events listed below. All of these events increase visitation and overnight stays in our market.
2. **TRADE SHOWS AND MISSIONS & SALES EVENTS (Out-of-Market)** – These activities occur out-of-market (nationally and internationally) and consist of attending trade shows, sales presentations, pre-promotions and media and sales missions. These trade shows and missions allow the Visit Tampa Bay team to promote and present the destination and the many products that Hillsborough County has to offer. The goal of these trade shows and missions is to generate greater awareness of Hillsborough County and encourage travel (leisure and meetings/conventions) to the destination. Visit Tampa Bay team members attend trade shows, missions and sales events across all departments (Convention Sales, Services, Leisure Sales, and Marketing and Communications).

Visit Tampa Bay attended **43 Trade Shows and Missions & Sales Events** in Quarter 4.

<u>Start Date</u>	<u>Event Name</u>
7/1/2016	Visit Florida VIP Meeting Planner Event
7/9/2016	Services Pre-Promote- NATIA Seattle
7/12/2016	FSAE Annual Conference 2016; Bonita Springs, FL
7/12/2016	Orlando VIP Networking Reception
7/12/2016	FSAE Annual Conference 2016; Bonita Springs, FL
7/12/2016	The Mark Travel Corp. Call Center Visit – Orlando
7/12/2016	FSAE Annual Conference

<u>Start Date</u>	<u>Event Name</u>
7/26/2016	DC Sales Mission
7/26/2016	AAA Summer Sales Mission - North/Central Florida
7/26/2016	Teddy & The Bully Bar
7/27/2016	Wildfire at Tyson's Galleria
7/28/2016	Brabo at the Lorien Hotel
8/1/2016	Travelmood office visits - UK Sales Mission & Agent Trainings
8/1/2016	Services Pre-Promote IAFP Unstaffed in St. Louis
8/1/2016	Brazil Roadshow - Campo Grande/ Goiânia
8/2/2016	Experient e4
8/8/2016	Services Pre-Promote Energy Exchange Providence RI
8/13/2016	ASAE Annual Meeting & Expo
8/17/2016	Miami Sales Mission - Gasparilla Breakfast Event
8/17/2016	Miami Sales Mission - VIP Reception Event
8/18/2016	SYTA Annual Conference - Orlando, FL
8/18/2016	Meetings Showcase 2016; Tallahassee, FL
8/21/2016	Services Pre-Promote Fisheries Staffed in Kansas City
8/25/2016	Connect Marketplace 2016; Grapevine, TX
8/25/2016	Connect Marketplace 2016; Grapevine, TX
8/25/2016	Collaborate Marketplace
8/25/2016	Connect Marketplacve and Connect Sports
8/29/2016	Kellen Managers Summit
8/29/2016	XSITE Show - Naples, FL
8/29/2016	XSITE Show - Naples, FL
8/30/2016	Services Pre-Promote Society of St Vincent de Paul National Assembly Columbus, Ohio
8/30/2016	La Cita Tradeshow - Miami
9/7/2016	Air Canada Vacations - Toronto and Halifax, Canada
9/13/2016	Brazil Sales Mission - Santiago Corrada Visit
9/16/2016	Delta Vacations University - Atlanta
9/21/2016	Chicago Sales Mission
9/22/2016	Tampa Medical Meetings Breakfast
9/23/2016	LondonHouse Luncheon
9/23/2016	The Mark Travel Corp. Summit - Cancun
9/24/2016	Family Day in Chicago
9/24/2016	Tall Ship Windy
9/25/2016	ConferenceDirect Industry Insights - Boston, MA
9/26/2016	Flight Center Partner Pride Event - Montvale, New Jersey

3. **FAMS AND SITES (In-Market)** – These activities occur in-market and consist of hosting clients/meeting planners, tour operators and journalists to the destination. These site visits or Familiarization Tours (FAMs) allow these different audiences to experience the destination and the many products that Hillsborough County has to offer. The goal of these site visits and FAMs is to generate greater awareness of Hillsborough County and encourage travel (leisure and meetings/conventions) to the destination. Visit Tampa Bay team members host site visits and FAMs across all departments (Convention Sales, Services, Leisure Sales, and Marketing and Communications).

Visit Tampa Bay hosted **69 FAMs and Sites** in Quarter 4.

<u>Start Date</u>	<u>Event Name</u>
7/2/2016	Shriners International Family Night
7/4/2016	Shriners International Parade 4th of July
7/5/2016	Shriners International Walk For Love
7/6/2016	The Infiltrator movie premier/media event
7/7/2016	Shriners International First Supper
7/7/2016	Infiltrator FAM
7/8/2016	Beer Bloggers & Writers Conference 2016
7/9/2016	Services Beer Bloggers Event
7/12/2016	National Council for the Social Studies Site (NCSS)
7/12/2016	National Precast Concrete Association 53rd Annual Convention 2018 Site
7/13/2016	Target Markets Program Administrators Association
7/14/2016	Florida Blue Site Visit
7/17/2016	Services Planning Site CDX16
7/18/2016	TUI Germany - Site
7/22/2016	AIP Site
7/25/2016	Experient (Medtronic) Site Lunch
7/27/2016	CS Week 2018 Annual Conference Site
7/27/2016	CS Week Planning Site
8/1/2016	McKibbin Hotel Site
8/1/2016	McKibbin Hotel Site
8/1/2016	ACAV, Associaciòn Costarricense de Agencias de Viajes
8/2/2016	Barrymore Hotel Partner Lunch
8/2/2016	Barrymore Hotel Partner Lunch
8/2/2016	Florida Association of Pupil Transportation Site Visit
8/3/2016	IBF 2017 Convention
8/4/2016	AlliedPRA Orlando & First Incentive Travel Site Visit
8/4/2016	AlliedPRA Orlando & First Incentive Travel Site Visit
8/4/2016	Celebrate Services Day 2016
8/9/2016	Money Management Institute Site Visit
8/9/2016	The Gerontological Society of America
8/10/2016	NCEO 2017 Fall ESOP Forum
8/12/2016	2016 AEAONMS Transportation

8/16/2016	Planning Site August 2016 for Dynamic Communities Summit
8/17/2016	2016 AEAONMS Twilight Parade
8/19/2016	Food Marketing Institute Site
8/21/2016	Copa Vacations Chile Convention 2016
8/22/2016	Moose Services Planning Site
8/23/2016	National Association for Home Care & Hospice Site Visit
8/28/2016	Azul Viagens - FAM
8/30/2016	University of Tampa - Site Lunch
8/30/2016	Orthopaedic Research Society 2021 site
9/16/2016	CMP Conclave
9/2/2016	Association of Corporate Contributions Professionals - Site Visit
9/5/2016	ConferenceDirect CDX16 FAM
9/6/2016	Department of Health and Human Services, Family Violence Prevention and Services Prog.
9/8/2016	Visit USA Argentina FAM
9/8/2016	Religious FAM
9/8/2016	Florida Organization of Nurse Executives/FONE
9/8/2016	TD Jakes Potters House Site
9/8/2016	Mennonite Church USA Site
9/8/2016	InterVarsity Christian Fellowship Site
9/8/2016	National Grief and Hope Conference
9/8/2016	Shirley Kang and Associates
9/9/2016	Youth Pastors and Ministers Site
9/12/2016	Planning Site for NATIA
9/12/2016	Visit Florida Welcome Center FAM
9/14/2016	Visit USA Peru Site
9/15/2016	Avianca Barranquill, Colombia - FAM
9/15/2016	UK SeaWorld/Busch Gardens FAM
9/16/2016	Smart Meetings Steve Winson FAM
9/18/2016	Brand USA Mega FAM
9/21/2016	American Board of Veterinary Practitioners
9/23/2016	College Football Playoff Planning Site
9/23/2016	Megacon Site
9/28/2016	Southern Region Conference Site
9/28/2016	Amy West Jacksonville Blogger FAM
9/29/2016	Conference of Minority Transportation Officials
9/29/2016	COMTO Site Visit
9/29/2016	American Society for Microbiology Planning Site

4. **MARKETING & COMMUNICATIONS** – With a focus on generating exposure for Tampa Bay, Visit Tampa Bay is implementing an advertising plan in consumer and trade media, as well as travel-related internet sites.

Visit Tampa Bay generated **70,155.623 Marketing Impressions** in Quarter 4.

Campaign details for Quarter 4:

Florida's Most Campaign Recap*

- **Out-of-State**
 - Timing: **December 2015 - May 2016**
 - Domestic Markets: **Boston, Chicago, Dallas, Detroit**
 - International Markets: **Toronto, London**
- **In-State**
 - Timing: **May 2016 - August 2016**
 - Domestic Markets: **Miami, Orlando, West Palm, Jacksonville, Ft. Myers**
- The Florida Most Campaign generated more than **164K incremental room nights** from those staying overnight in Hillsborough County
- Incremental visitor spending to the area totaled more than **\$70 million**
- The Florida's Most campaign reached over **5.2 million households**
- The average **ROI** for the campaign was **\$71** (net \$93)

**Source:* H2R Market Research

Video/Digital Production:

- **Downtown Tampa Transportation** (marketing video showcasing the many ways to get around downtown)

Visit Tampa Bay generated **271,611,717 unpaid Local, National and International Media Impressions** in Quarter 4. The coverage is listed below:

<u>Article Date</u>	<u>Publication</u>	<u>Headline</u>
7/1/2016	Tampa Bay Business Journal	Meet the 10-month-old startup with a monster DIA deal
7/2/2016	Tampa Bay Times	Tampa's West Shore area to get a new luxury hotel in 2018
7/3/2016	Bienvenidos	Matinal Bienvenidos en USA "La super dupla" Cap 3
7/4/2016	TBO.com	A trail through Tampa-Cuba history
7/5/2016	TBO.com	Tampa showcases role in Martí history with trail in Ybor, UT center
7/6/2016	The New York Times	José Martí, the National Poet
7/7/2016	WJXT-JAX	Visit Tampa Bay on WJXT-JAX
7/8/2016	WTVJ_MIA (NBC)	Visit Tampa on WTVJ-MIA (NBC) - Miami, FL
7/9/2016	WTVJ_MIA (NBC)	Visit Tampa on WTVJ-MIA (NBC) - Miami, FL 6 in the Mix
7/10/2016	Destination Think	Six things tourism businesses should know about their DMO
7/11/2016	The New York Post	We're too cheap to actually eat farm-to-table
7/12/2016	miamiherald.com	Beware, beer drinkers: Craft labels are not as they seem
7/13/2016	Tampa Bay Business Journal (online)	Tampa among top hot spots for new residents in U.S.
7/14/2016	Local 10 News ABC	Tampa named top hot spot for new residents in U.S.
7/15/2016	The Florida DMO Daily	The Florida DMO Daily: Hollywood Infiltrates Tampa Bay on July 6
7/16/2016	Washington's Top News	New roller coasters in the US to check out this summer
7/17/2016	ITPS Amusement INdustry News	ITPS Amusement INdustry News
7/18/2016	97.1 The Eagle Rocks	Dude Saves Several Lives At Busch Gardens Tampa
7/19/2016	KNZR 97.7 FM	Read more: http://kegl.iheart.com/onair/big-rig-320
7/20/2016	USA Today Travel	New Roller Coasters in the U.S to Check Out This Summer
7/21/2016	24 Horas.CL	Hotels Near the Sun Dome in Tampa, FL
7/22/2016	Time Online	¡Héroe! Un hombre salva a una docena de patitos que caían de una gran altura
7/23/2016	Tampa Bay Times (online - TampaBay.com)	Watch This Heroic Man Catch Baby Ducklings as They Fall Off a Ledge
7/24/2016	Business Observer	Roller coasters that put the theme in theme park
7/25/2016	forbes.com	Suds on the bus
7/26/2016	WFTS-TV ABC Action News	The 25 Cities Where Your Paycheck Will Go The Furthest
7/27/2016	WFTS-TV ABC Action News	WFTS-TB (ABC) - Tampa Bay, FL Action News Weekend Edition at 6AM
7/28/2016	WFTS-TV ABC Action News	WFTS-TB (ABC) - Tampa Bay, FL Action News Weekend Edition at 8AM
7/29/2016	Florida Politics	WFTS-TB (ABC) - Shriners Action News Weekend Edition at 8AM
7/30/2016	Tampa Bay Times (online - TampaBay.com)	Philip Levine predicts 'Brexit' will adversely affect Florida's tourism industry
7/31/2016	TBO.com	John Cena's #WeAreAmerica campaign video in Ybor City strikes chord with Tampa Bay (w/video)
8/1/2016	WTVT-TV FOX 13	John Cena's #WeAreAmerica campaign video in Ybor City strikes chord with Tampa Bay
8/2/2016	CBS News Sunday Morning	John Cena puts Ybor on the map for diversity in PSA
8/3/2016	PR News Wire	Check out John Cena's inspiring and moving tribute to America's diversity
8/4/2016	WTSP-TV Online	John Cena on Set in Ybor City for National PSA Commercial
8/5/2016	Creative Loafing	Cena's diversity tribute done in Ybor City
8/6/2016	Youtube	Sh*t happened 7/5/16: Rays break losing streak, John Cena's American Feels
8/7/2016	Watermark	We Are America ft. John Cena Love Has No Labels Ad Council
8/8/2016	Business Insider	WWE's John Cena talks about equality on the streets of Ybor City
8/9/2016	Tampa Bay Business Journal (online)	John Cena has an important message about what patriotism really means
8/10/2016	Tampa Bay Business Journal (online)	World premiere of 'The Infiltrator' lets Tampa Bay strut its stuff
8/11/2016	Tampa Bay Business Journal (online)	Tampa Bay cities rank second in the nation for recreation and here's why
8/12/2016	Tampa Bay Times (online - TampaBay.com)	Multi-million dollar improvements begin at Tampa Marriott Waterside
8/13/2016	WTSP-TV Online	Red carpet screening of 'The Infiltrator' tonight at Tampa Theatre
8/14/2016	WTVT-TV FOX 13	Movie Man Sam: 'The Infiltrator'
		WTVT-TB (FOX) - Tampa Bay, FL FOX 13 News at Noon

<u>Article Date</u>	<u>Publication</u>	<u>Headline</u>
8/15/2016	WTVT Fox 13	Stars to attend screening for Tampa-based film 'The Infiltrator'
8/16/2016	AdWeek	John Cena Defines Patriotism Brilliantly in This Remarkable Ad for Fourth of July What love for Amer
8/17/2016	Tampa Bay Business Journal (online)	See which Tampa hot spots star in 'The Infiltrator'
8/18/2016	WFLA-AM (Fox News)	Columbia Restaurant on WFLA-AM (Radio) - Tampa Bay, FL
8/19/2016	Travel+Leisure	The Best Domestic Airports
8/20/2016	WFLA-TB (NBC)	Visit Tampa on WFLA-TB (NBC) - Tampa Bay, FL
8/21/2016	Art Bell - WFLAAM (WFLA)	Visit Tampa on WFLA-AM (Radio) - Tampa Bay, FL
8/22/2016	970 WFLA RADIO	Visit Tampa on WFLA-AM (Radio) Infiltrator- Tampa Bay, FL
8/23/2016	970 WFLA RADIO	Visit Tampa on WFLA-AM (Radio) The Infiltrator - Tampa Bay, FL
8/24/2016	970 WFLA RADIO	WFLA 7/7/2016 7:35:34 AM
8/25/2016	970 WFLA RADIO	WFLA 7/7/2016 8:36:44 AM
8/26/2016	970 WFLA RADIO	Columbia Restaurant on WFLA-AM (Radio)
8/27/2016	Tampa Bay Times	Bryan Cranston knocks, Tampa answers with U.S. premiere of The Infiltrator
8/28/2016	WTSP 10 News at Noon - WTSP-TV	'Infiltrator' gets thumbs up at Tampa red carpet premiere
8/29/2016	Tampa Bay Business Journal (online)	The evolution of The Infiltrator movie locations
8/30/2016	970 WFLA RADIO	WFLA 7/7/2016 11:32:32 AM
8/31/2016	Bay News 9 online	Hollywood stars attend Tampa world premiere of 'The Infiltrator'
9/1/2016	Esquire Network - U.S. Cable	Visit Tampa on Esquire Network - U.S. Cable
9/2/2016	Tampa Bay Times (online - TampaBay.com)	New con in town: MegaCon Tampa Bay to bring William Shatner, David Tennant
9/3/2016	WFTS-TV ABC Action News	Visit Tampa on WFTS-TV (ABC) - Tampa Bay, FL
9/4/2016	Cigar City Magazine	The Infiltrator – A Summer Blockbuster for Tampa!
9/5/2016	Tampa Bay Times (online - TampaBay.com)	Going to see The Infiltrator? Here are the spots around Tampa Bay that show up in the movie
9/6/2016	Orlando Beer Blog	The Beer Bloggers Conference comes to Tampa! (part 1)
9/7/2016	All About Beer Magazine	U.S. OPEN BEER CHAMPIONSHIP'S GRAND NATIONAL CHAMPION & MEDAL WINNERS
9/8/2016	Tampa Bay Times (online - TampaBay.com)	Carlton: Pro wrestler street-preaches love in Ybor. Hey, it happened.
9/9/2016	Orlando Echo	These are the Tampa Bay restaurants lauded by Wine Spectator
9/10/2016	Tampa Bay Business Journal (online)	These are the Tampa Bay restaurants lauded by Wine Spectator
9/11/2016	VISIT FLORIDA (website)	Le Méridien Tampa an arresting experience
9/12/2016	Tampa Bay Business Journal (online)	Ybor City hot spot to be featured on national TV
9/13/2016	970 WFLA RADIO	Visit Tampa on WFLA-AM (Radio) 6:30 - Tampa Bay, FL
9/14/2016	970 WFLA RADIO	WFLA-AM (Radio) - Tampa Bay, FL
9/15/2016	Creative Loafing	Arrival time: Two "small guys in Tampa" win Denver airport bid
9/16/2016	Men's Journal	The 25 Best American IPAs
9/17/2016	The New York Times	Review: In 'The Infiltrator,' Bryan Cranston Tunnels Into a Menacing Drug Networ
9/18/2016	Parade	Meet Bob Mazur: The Man Behind The Infiltrator
9/19/2016	AM New York	Diane Kruger talks equality, NYC and going undercover in 'The Infiltrator'
9/20/2016	Latina	EXCLUSIVE: JOHN LEGUIZAMO & YUL VAZQUEZ OPEN UP ABOUT STARRING IN 'THE INFILTRATOR'
9/21/2016	CBS Sports	John Leguizamo talk The Infiltrator
9/22/2016	Tampa Bay Times (online - TampaBay.com)	The DayStarter: Hot and humid again today; 'The Infiltrator' premieres, and some '90s favorites retu
9/23/2016	Fox 5 News	Leguizamo can't stop living large in 'The Infiltrator'
9/24/2016	InStyle	5 Reasons You Need to Watch The Infiltrator
9/25/2016	Late Night	Bryan Cranston on Making The Infiltrator
9/26/2016	Late Night	Diane Kruger on Making The Infiltrator with Bryan Cranston
9/27/2016	MagicOnline	'The Infiltrator' Premieres in New York
9/28/2016	WDAS 105.3 FM	The Infiltrator Movie: In Theatres Now
9/29/2016	Heavenly Village Cinema	THE INFILTRATOR R
9/30/2016	Fox 5 News	FOX Beat: Bryan Cranston stars in the new film, The Infiltrator

5. **LOCAL INDUSTRY & PARTNER TOURISM EVENTS** – These events educate the local community on tourism efforts so that they support our efforts nationally and internationally. These activities create a deeper relationship with our Partners, and as a result, when we travel out-of-market, these Partners then collaborate with us on tradeshow booth cost, campaigns and event costs. Locally, these Partners come to the table when we host clients in-market for sites and FAM's to showcase our destination.

Visit Tampa Bay held **10 Local Industry and Partner Tourism Events** in Quarter 4. These events are listed below:

Date	Details
7/14/2016	Partnership 101
7/19/2016	Guest Experience Training Open Session
7/19/2016	NDIA SOFIC Town Hall Meeting
7/20/2016	Business by the Bay @ Yeoman's Cask and Lion
7/26/2016	July Hospitality Partner Meeting
8/16/2016	Business by the Bay at Kona Grill
8/23/2016	August Hospitality Partner Meeting
8/24/2016	Learn Over Lunch - Site Visits
9/15/2016	Business by the Bay @ Embassy Suites Hotel Tampa-Airport/Westshore
9/27/2016	September Hospitality Partner Meeting

In addition, Visit Tampa Bay had **18 Public Speaking Engagements**. These speaking engagements implore our community to support tourism, as well as selling and marketing the destination.

Visit Tampa Bay had **1,089 Partner Referrals** and over **\$320,200 In-Kind** donations from our partners to help us fulfill our mission.

Visit Tampa Bay sold over **\$14,316** in **CityPASS Booklets** to Hillsborough County visitors. This was 286% of our \$5,000 goal.

6. **VISITOR EXPERIENCE PROGRAM**

Visit Tampa Bay requested Q4 Visitor Center Traffic.

Plant City Chamber: 623

Ybor City Chamber: 4,268

Railroad Museum: No response

Visit Tampa Bay: 7,601

Visit Tampa Bay paid the following reimbursements in Q4:

Ybor City Chamber - \$13,502

Plant City Chamber - \$9,653

FESTIVALS & EVENTS PROGRAM

- Distributed Funds - \$8,000 to Tailgate Taste Fest
- Visit Tampa Bay completed an Economic Impact Analysis on the following with room nights extracted:
 - Black Heritage Festival – 152 room nights
 - Gasparilla Music Festival – 645 room nights
 - Gasparilla International Film Festival – 1,082 room nights

7. OUT-OF-MARKET CO-OP PROGRAM

Visit Tampa Bay received ad effectiveness reports for the Co-op Partners listed below:

The Straz Center for the Performing Arts received \$520,000 to be used for out-of-area marketing, 23% of that allocation supported Visit Tampa Bay's **Florida's Most** destination marketing campaign. The Straz Center received over **54.7 million impressions** by partnering with Visit Tampa Bay.

The Tampa Trio received \$250,000 to be used for out-of-area marketing, 52% of that allocation supported Visit Tampa Bay's **Florida's Most** destination marketing campaign. The Tampa Trio received over **64.8 million impressions** by partnering with Visit Tampa Bay.

The Glazer Children's Museum received \$25,000 to be used for out-of-area marketing, 100% of that allocation supported Visit Tampa Bay's **Florida's Most** destination marketing campaign. The Tampa Trio received over **53.3 million impressions** by partnering with Visit Tampa Bay.

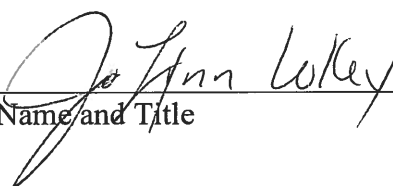
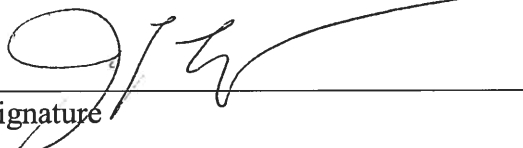
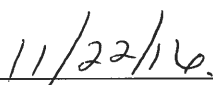
The Tampa Museum of Art received \$25,000 to be used for out-of-area marketing, 0% of that allocation supported Visit Tampa Bay's **Florida's Most** destination marketing campaign. The Tampa Museum of Art purchased OOH (a billboard) on interstate I-75 to attract visitors coming into Hillsborough County.

Visit Tampa Bay paid in Q4:

The Straz Center for the Performing Arts - \$73,136.50

The Tampa Trio - \$30,808.92

All of the information in this Report is true and correct to the best of my knowledge and belief.

		
Print Name and Title	Signature	Date